

Message Text

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AMEMBASSY TAIPEI

AMEMBASSY TEHRAN

AMEMBASSY TOKYO

INFO AMEMBASSY BONN

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E.O. 11652:N/A

TAGS: AGAO, ETRD

SUBJECT: GAO FOLLOW-ON REVIEW: OPPORTUNITIES FOR INCREASING
EFFECTIVENESS OF OVERSEAS TRADE EXHIBITIONS

1. GAO WASHDC INFORMED DEPARTMENT THEY PLAN CONDUCT FOLLOW-
ON REVIEW OF RECOMMENDATIONS CONTAINED IN THEIR NOVEMBER
1971 REPORT ON CITED SUBJECT. REPORT DEALT WITH PROGRAMS
ADMINISTERED BY COMMERCE, BUT ALSO REFLECTED ON STATE'S
ROLE WITH COMMERCE IN FORMULATING USG TRADE PROMOTION PRO-
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GRAMS. RECOMMENDATIONS OF OVERSEAS NATURE DIRECTED FOR

COMMERCE CONSIDERATION FOLLOW: (1) REDIRECTION OF GREATER PART OF COMMERCE'S EXHIBITIONS PROGRAMS FROM DEVELOPED COUNTRIES TO DEVELOPING COUNTRIES, AND LIMITING PROMOTIONAL EFFORTS TO DEVELOPED COUNTRIES MAINLY TO INTRODUCING NEW PRODUCTS; (2) EVALUATING THE DESIRABILITY OF MAINTAINING PERMANENT FIXED-FACILITY TRADE CENTERS, IN VIEW OF NEED FOR ALTERNATIVE PROMOTIONAL DEVICES IN DEVELOPING COUNTRIES.

2. GAO AUDIT TEAMS FROM THEIR EUROPEAN (FRANKFURT) AND FAR EAST (HONOLULU) BRANCHES WILL PERFORM REVIEW, AND BRANCH DIRECTORS NOTIFYING ADDRESSEE POSTS OF NAMES AND ETA GAO AUDITORS. TEAMS WILL FOCUS ON TRADE CENTERS AND TRADE AND INDUSTRIAL EXHIBITIONS, EVALUATING SUPPORTING NETWORK (FROM EMBASSY AND COMMERCE). AT EUROPEAN POSTS AND TOKYO, GAO WOULD LIKE MEET WITH COUNTERPART LOCAL OFFICIALS, AND TRADE ASSOCIATION PEOPLE.

3. DEPARTMENT WISHES BE OF ASSISTANCE TO GAO ON SUBJECT FOLLOW-ON REVIEW, WITHIN PROVISIONS OF 4 FAM 930-934. GAO AWARE THAT ANY CONTACTS OUTSIDE OF USG OFFICIAL COMMUNITY ARE AT DISCRETION OF AMBASSADOR AND TO BE ARRANGED FOR BY EMBASSY OR CONSULATE. QUESTIONS OR PROBLEMS ARISING DURING COURSE OF REVIEW SHOULD BE REFERRED TO DEPARTMENT. INGERSOLL

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